

Message Text

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PAGE 01 CANBER 01130 180418Z

ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-08 /018 W

-----180539 088456 /14

R 180028Z FEB 77

FM AMEMBASSY CANBERRA

TO SECSTATE WASHDC 9830

INFO AMCONSUL BRISBANE

AMCONSUL MELBOURNE

AMCONSUL PERTH

AMCONSUL SYDNEY

UNCLAS CANBERRA 1130

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJ: CONSTRUCTION EQUIPMENT CATALOG SHOW - JANUARY 1978

REF: USDOC 1962

1. ALL FOUR AUSTRALIAN CONSTITUENT POSTS WISH TO HOST CONSTRUCTION EQUIPMENT CATALOG SHOW. IF SHOW MUST BE LIMITED TO SINGLE POST, EMBASSY HAS IDENTIFIED BRISBANE AS FIRST CHOICE. HOWEVER, EMBASSY BELIEVES THAT MAXIMUM COST-EFFECTIVENESS COULD BE OBTAINED BY SCHEDULING SHOW FOR BOTH BRISBANE AND PERTH. WITH EXPERTS COMING FROM HONG KONG AND SEOUL, ADDITIONAL TRAVEL COST INVOLVED IN INCLUDING BOTH PERTH AND BRISBANE WOULD BE MINIMAL, AND TO COME SO FAR WITHOUT TAPPING PERTH MARKET WOULD SEEM TO BE MISSING A GOLDEN OPPORTUNITY.

2. JANUARY IS A VACATION MONTH IN AUSTRALIA, AND IT WOULD BE PREFERABLE TO HAVE SHOW AS LATE IN MONTH AS POSSIBLE. HOWEVER, SCHOOLS RESUME ONE WEEK EARLIER IN BRISBANE THAN IN OTHER EAST COAST LOCATIONS, SO THAT BY LAST WEEK OF JANUARY VACATIONS WILL NO LONGER BE A FACTOR.

UNCLASSIFIED

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PAGE 02 CANBER 01130 180418Z

EM DESPITE ECONOMIC SLUMP IN AUSTRALIA, QUEENSLAND CONSTRUCTION INDUSTRY HAS CONTINUED TO GROW AND APPEARS ABOUT TO SPURT AGAIN. TOTAL DEVELOPMENTAL CONSTRUCTION FIGURES IN MILLIONS OF AUSTRALIAN DOLLARS ARE AS FOLLOWS:

1972, 2912.7; 1973, 3608.4; 1974, 3772.3; 1975, 4698.9;

1976, 6754.5; 1977 (PROJ) 10,000.

4. CURRENTLY PLANNED PRIVATE AND PUBLIC MAJOR CONSTRUCTION PROJECTS FOR NEXT FIVE YEARS ALREADY AMOUNT TO MORE THAN 10,000 MILLION DOLLARS AND ARE EXPECTED TO INCREASE FURTHER. TALK OF EXPANDING OR OPENING NEW MINING OPERATIONS CONTINUES TO ABOUND. NO FIRM ESTIMATES ARE POSSIBLE, BUT FIGURES IN THOUSANDS OF MILLIONS FOR MINING PROJECTS AND ANCILLARY CONSTRUCTION WOULD NOT BE OVERLY OPTIMISTIC. (AMCON BRISBANE CAN SUPPLY ADDITIONAL INFORMATION FROM SPECIAL NEWSPAPER FEATURE IF REQUESTED). IN ADDITION, THOUGH FIGURES FOR DARWIN AREA NOT IMMEDIATELY AVAILABLE, RECONSTRUCTION FROM CYCLONE CONTINUES, AND POTENTIAL FOR GROWTH IS GREAT.

5. AMCON BRISBANE CHECKS WITH LOCAL CONSTRUCTION AND BUILDERS ASSOCIATIONS AND GOVERNMENT OFFICIALS INDICATE GREAT INTEREST IN HAVING SHOW IN BRISBANE. MASTER BUILDERS ASSN. INDICATED IT WOULD PARTICULARLY LIKE TO SEE SCOPE OF SHOW BROAD ENOUGH TO INCLUDE LATEST IN HOME CONSTRUCTION TECHNIQUES AND EQUIPMENT.

YM AS COMMERCE AWARE FROM MAJOR PROJECTS REPORTING FROM PERTH, WESTERN AUSTRALIA HAS MUCH THE SAME SORT OF POTENTIAL FOR CONSTRUCTION BOOM AS QUEENSLAND. AMCON PERTH REPORTS THAT BOTH INDUSTRIAL AND RESIDENTIAL CONSTRUCTION IS EXPECTED TO INCREASE DRAMATICALLY DURING THE NEXT TWO TO FIVE YEARS AS RESULT OF RECENTLY ANNOUNCED AND FUTURE MAJOR PROJECTS COMING ON STREAM IN WESTERN AUSTRALIA.

7. EMBASSY FEELS IN ADDITION THAT BECAUSE QUEENSLANDERS AND WESTERN AUSTRALIANS TEND TO FEEL THEMSELVES SOMEWHAT UNCLASSIFIED

UNCLASSIFIED

PAGE 03 CANBER 01130 180418Z

CUT OFF FROM DIRECT ATTENTION BY OVERSEAS SUPPLIERS, POTENTIAL FOR THIS DIRECT PROMOTION EFFORT BY US GOVERNMENT IS PARTICULARLY GOOD. WITH NEW DEVELOPMENTS ON THE WAY, TIMING IS RIGHT, AND WE ANTICIPATE THAT SHOW WILL BE RECEIVED WITH GREAT ENTHUSIASM IN BOTH CITIES.
HARGROVE

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